

# collaboration | 2023 PROPOSAL

## Sponsorship Opportunities for Philadelphia Corporation for Aging Events

As of January 2023

\*(Dates and Venues Subject to Change)



# EXECUTIVE SUMMARY

Philadelphia Corporation for Aging (PCA) is the first place for older Philadelphians and adults with disabilities to turn to for information and services to help maintain or improve the quality of their lives. One of the region's largest nonprofits, PCA offers or provides (through over 200 contracted providers) services to help more than 140,000 older Philadelphians and adults with disabilities living in Philadelphia. In collaboration with both aging advocates and AAA associations on both the state and national level, Pennsylvania Association of Area Agencies on Aging (P4A) and USAging, PCA also works to spotlight older Philadelphians and bring visibility to their needs.

PCA's goals are achieved, in part, through a wide range of outreach, community education and special events and activities held throughout the year that target older adults, clergy, social workers, aging network professionals and Philadelphia's business community and donors. This proposal identifies collaborative opportunities that would be mutually beneficial and supportive of helping your organization and PCA build brand awareness, increase recognition of the resources you offer to older Philadelphians, and reinforce your organization's position as a community leader in the field of aging.

## **Sponsorship opportunities include:**

- See special event dates and descriptions in the Table of Contents
- Advertising in Milestones Newspaper (published by PCA)  
Milestones is the premier newspaper targeting Philadelphia's senior market and is published monthly. With a readership of more than 168,000 each month, Milestones is the most cost-effective way to reach the mature markets of Philadelphia.

**Note:** Dates and venues are subject to change.

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## JOINT ADVISORY COUNCIL MEETING (African, Caribbean, Asian, Interfaith and Latino)

**Wednesday, January 26**

**Projected attendees:** 100 advisory committee members

**Location:** PCA, 642 N. Broad Street

**Time:** 10 a.m. to 12:30 p.m.

**Description:** Topics of common interest to all four advisory committees, TBD.

### **Sponsorship Opportunities:**

**Sponsorship: \$1,000**

### **Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Exhibitor Table Only: \$300**

**Please contact:** [lissette.sarfraz@pcacares.org](mailto:lissette.sarfraz@pcacares.org)



## PCA'S "50 YEARS OF AGING WITH YOU" GALA

**Thursday, April 13**

**Projected attendees:** 250 top donors and supporters

**Location:** PCA historic Wallace Building, 642 N. Broad Street, Philadelphia

**Time:** 6:00 p.m. to 8:00 p.m.

**Description:** This event will benefit The Rodney D. Williams' Philadelphia Fund for Seniors. This fund's goal is to help older Philadelphians, especially those with the greatest social economic and health needs, receive the vital care and services that they need. The event will include sponsorship recognition along with entertainment.

### **Sponsorship Levels & Benefits:**

#### **Presenting Sponsor - \$20,000**

- Presenting Sponsor recognition in all promotional materials
- Presenting Sponsor recognition in on-site signage
- Opportunity to provide remarks from the podium
- Acknowledgement from the podium
- Two page center spread ad and Presenting Sponsor recognition in the program book
- 20 complimentary tickets

#### **Diamond Sponsor - \$15,000**

- Major recognition in on-site signage
- Opportunity to provide remarks from the podium
- Acknowledgement from the podium
- Full page ad and Diamond recognition in the program book
- 15 complimentary tickets

#### **Platinum Sponsor - \$10,000**

- Major recognition in on-site signage

- Acknowledgement from the podium
- Full page ad and Platinum recognition in the program book
- 10 complimentary tickets

#### **Gold Sponsor - \$7,500**

- Recognition in on-site signage
- Acknowledgement from the podium
- Full page ad and Gold recognition in the program book
- 8 complimentary tickets

#### **Silver Sponsor - \$5,000**

- Recognition in on-site signage
- Half page ad and Silver recognition in the program book
- 5 complimentary tickets

#### **Sapphire Sponsor - \$3,000**

- Quarter page ad and Sapphire recognition in the program book
- 2 complimentary tickets

#### **Bronze Sponsor - \$1,000**

- Quarter page ad and Bronze recognition in the program book
- 2 complimentary tickets

#### **Supporter - \$500**

- Listing in program book
- 2 complimentary tickets

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## LATINO SOCIAL WORKERS TRAINING

**Thursday, April 27**

**Projected attendees:** 100 social workers

**Location:** TBD

**Time:** TBD

**Description:**

**Sponsorship Opportunities:**

**Sponsorship:** \$1,000

**Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Exhibitor Table Only:** \$300

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## CELEBRATE ARTS & AGING

**May (Older Americans Month)**

**Location:** Parkway Central Library, Center on The Hill, South Philadelphia Older Adult Center

**Time:** a month-long event in May

**Description:** PCA's Celebrate Arts and Aging is a month-long citywide event that connects older adults with arts-related programming and promotes the importance of creativity among older artists. It is proven that there is a relationship between participation in the arts and cultural programming, and healthy aging. Through Celebrate Arts & Aging, PCA raises public awareness to the importance of the arts for older adults and captures that they continue to be creative and productive members of society. Approx. 130-150 artists participate.

**Sponsorship:** \$5000 - **Sponsorship Opportunities:**

**Recognition in the following materials:**

- On-site signage at all art exhibits
- Logo in a digital power point slide highlighting all artwork will be provided to the sponsor to showcase on its own website and shared with sponsor's staff, as well as [pcaCares.org/Art](http://pcaCares.org/Art)
- Email blasts
- Milestones (May issue), PCA's monthly newspaper
- PCA's News Bulletin, an electronic newsletter
- Milestones e-news, PCA's monthly electronic newsletter
- Press releases

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## EMERGENCY FUND LUNCHEON

**June TBD**

**Projected attendees:** Aging network professionals and older adult participants

**Location:** Hilton City Line Avenue.

**Time:** 11:30 a.m to 2 p.m.

**Description:** PCA has coordinated the Emergency Fund Luncheon since 1989. The event is conducted in coordination with the Emergency Fund Coalition for Older Philadelphians, an alliance of more than 25 organizations that raises funds and distributes emergency aid to low income older adults living on marginal, incomes who are in crisis situations. The event includes, “Bright Stars of Aging” awards and networking opportunities.

PCA administers the Emergency Fund on behalf of the coalition and funds raised are directed to meet basic human needs including home heating bill assistance, food, clothing, and medical supplies.

### **Sponsorship Opportunities are Available**

#### **Recognition in the following materials:**

- Press releases
- Media alerts
- PCA’s News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- Invitation
- On-site signage
- Event program book
- PCA website

#### **Sponsorship:**

**Platinum:** \$6,000, includes eight complimentary tickets

**Gold:** \$4,000, includes six complimentary tickets

**Silver:** \$2000, includes four complimentary tickets

**Bronze:** \$1000, includes two complimentary tickets

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## CLERGY INTERFAITH CONFERENCE

**Thursday, September 21**

**Projected attendees:** 100 clergy leaders, volunteers, and social workers

**Location:** TBD

**Description:** Informational topics for attendees to better assist their congregants with aging issues. Open to Interfaith advisory coalition members. Topics to be determined.

**Sponsorship Opportunities:**

Sponsorship: \$1,000

**Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Please contact:** [lissette.sarfraz@pcacares.org](mailto:lissette.sarfraz@pcacares.org)





## PCA's Senior Strut, a Health Event in the Park

**Friday, October 6**

**Projected Attendees:** 500 active older adults

**Location:** Lloyd Hall, 1 Boathouse Row, Kelly Drive, Philadelphia, 19130

**Time:** 9:30 am – noon

**Description:** PCA's annual health event will kick-off with a one-mile walk along Kelly Drive/Boathouse Row led by a band playing lively music. All walkers will receive a free t-shirt. More than 500 older adults are expected to attend this event which will include a wide-range of wellness activities. Sponsors and exhibitors will distribute health-related information and provide free screenings. A presentation stage with seating area will feature diet and exercise-related activities, a DJ will be on-site to provide music, attendees will get a healthy snack, giveaways, and more!

### **Sponsorship Benefits**

Company logo in the following materials:

- On-site signage
- Event t-shirts
- Promotional posters at 28 Senior Centers, serving more than 20,000 seniors
- Promotional mailings to targeted senior groups
- Full page ad in the September issue of Milestones, PCA's monthly newspaper
- Promotional flyers distributed to older adults through mailings, e-mail blasts and at PCA Community Outreaches
- Event program book

### **Recognition in all promotional materials including:**

- Press releases
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- Milestones e-news, an electronic newsletter
- PCA website

Exhibitor table

Two event t-shirts

**Sponsorship: \$2,000**

**Exhibit Table Only: \$500**

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## LATINO SENIORS CONFERENCE

**Saturday, October 14**

**Projected attendees:** 100 Latino Elders

**Location:** Saint John Neumann Center – 1039 N. Lawrence St., Phila., 19123

**Time:** 10 a.m to 12:20 p.m.

**Description:** Presentations on topics that will educate and inform Latino elders to promote healthy living.

**Sponsorship Opportunities:**

**Sponsorship: \$1,000**

**Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Exhibitor Table Only: \$300**

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## PCA's REGIONAL CONFERENCE ON AGING

**October 24-26**

**Location:** PCA 642 N. Broad Street

**Time:** 8:30 a.m.-1:00 p.m.

**Description:** Philadelphia Corporation for Aging, in collaboration with the surrounding suburban Area Agencies on Aging, will offer cutting-edge program and continuing education for professionals who work with older adults. Nationally and locally recognized content experts will present relevant, practical and current information that will be immediately beneficial to anyone working in the aging arena.

### **Sponsorship Benefits:**

**Sponsorship: \$5,000**

- On-site signage
- Promotional mailings
- E-mail blasts
- Event program book
- Press releases
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- Milestones e-news, an electronic newsletter targeting 55+ year olds, distributed to 2,600+ subscribers
- PCA website
- Exhibitor table at event
- 10 complimentary tickets

**Exhibitor Table Only: \$1,000**

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## WINTER RESOURCES TRAINING

**Thursday, November 2 or 3**

**Location:** TBD

**Description:** Panel discussions on energy resources and winter legal protections for older adults. Source information provided for fuel/energy resources, conservation, food, and financial assistance.

**Sponsorship Opportunities:**

Sponsorship: \$1,000

**Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Exhibitor Table Only: \$300**

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## JOINT ADVISORY COUNCIL MEETING (African, Caribbean, Asian, Interfaith and Latino)

**Thursday, December 7**

**Projected attendees:** 100 advisory committee members

**Location:** PCA, 642 N. Broad Street

**Time:** 10 a.m. to 12:30 p.m.

**Description:** Topics of common interest to all four advisory committees, TBD.

### **Sponsorship Opportunities:**

**Sponsorship: \$1,000**

### **Recognition in the following materials:**

- On-site signage
- Acknowledgement from podium
- Event agenda and program book
- Community newspaper ads
- PCA's News Bulletin, an electronic newsletter, distributed weekly to 1,900 subscribers
- PCA website

**Exhibitor Table Only: \$300**

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## ACCESSING PCA SERVICES



**PCA Helpline** – Call 215.765.9040 to be connected with programs, get information or report abuse/neglect.



**PCACares.org** – Visit [pcacares.org](http://pcacares.org) for resources and information. Individuals can also inquire about services through the “Request Assistance Form” located at the top of every page.



[Facebook.com/PCACares.org](https://www.facebook.com/PCACares.org)



[Twitter.com/pcacares\\_org](https://twitter.com/pcacares_org)

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